



Europäisches Patentamt  
European Patent Office  
Office européen des brevets

(11)

EP 0 957 437 A3

(12)

EUROPEAN PATENT APPLICATION

(88) Date of publication A3:  
23.08.2000 Bulletin 2000/34

(51) Int. Cl.<sup>7</sup>: G06F 17/30

(43) Date of publication A2:  
17.11.1999 Bulletin 1999/46

(21) Application number: 99303065.9

(22) Date of filing: 20.04.1999

(84) Designated Contracting States:  
AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU  
MC NL PT SE  
Designated Extension States:  
AL LT LV MK RO SI

, Manohar, Nelson R.  
Yonkers, New York 10701 (US)  
, Willebeek-Lemair, Marc Hubert  
Yorktown Heights, New York 10598 (US)  
, Yu, Philip Shi-Lung  
Chappaqua, New York 10591 (US)

(30) Priority: 15.05.1998 US 79661

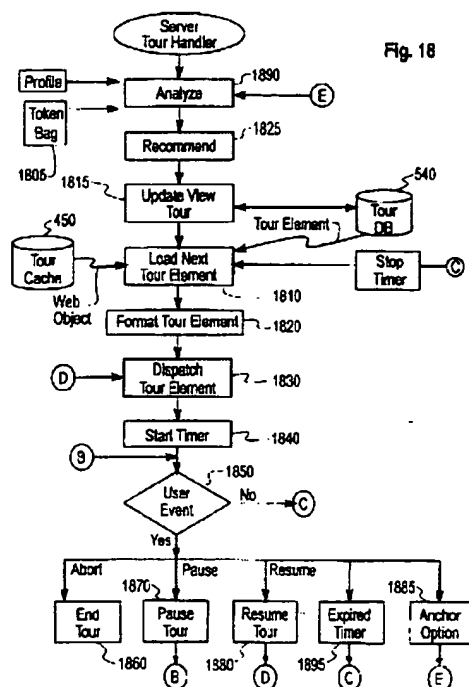
(71) Applicant: International Business Machines  
Corporation  
Armonk, NY 10504 (US)

(74) Representative:  
Boyce, Conor  
IBM United Kingdom Limited,  
Intellectual Property Law,  
Hursley Park  
Winchester, Hampshire SO21 2JN (GB)

(72) Inventors:

(54) Dynamic customized web tours

(57) An interactive and dynamically customizable guided tour of some portion of the World Wide Web monitors and dynamically adapts in response to like-minded users as well as provides recommendations during the traversal. The invention includes features for: electronic commerce; side trips; true visiting of Web sites; maps; pre-fetching of Web objects; insertion of interactive decision points; customized insertion of advertisements; simultaneous traversal of multiple hyperpaths; collection of and dynamic modification of a tour based on collected route information and/or touring statistics.



EP 0 957 437 A3

EP 0 957 437 A3



European Patent  
Office

## EUROPEAN SEARCH REPORT

Application Number  
EP 99 30 3065

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
X	M. JACZYNSKI, B. TROUSSE: "Broadway: a World Wide Web Advisor Reusing Past Navigations from a Group of Users" PROCEEDINGS OF 3RD UK WORKSHOP ON CASE-BASED REASONING (UKCBR3), 1997, 1997, XP002140919	1-11,13, 17,19	G06F17/30
Y	<p>* page 1 *</p> <p>-&amp; JACZYNSKI M ET AL: "Broadway, a case-based browsing advisor for the Web" RESEARCH AND ADVANCED TECHNOLOGY FOR DIGITAL LIBRARIES. SECOND EUROPEAN CONFERENCE, ECDL'98. PROCEEDINGS, RESERCH AND ADVANCED TECHNOLOGY FOR DIGITAL LIBRARIES. SECOND EUROPEAN CONFERENCE, ECDL'98. PROCEEDINGS, HERAKLION, GREECE, 21-23 SEPT. 1998, pages 697-698, XP002140920 1998, Berlin, Germany, Springer-Verlag, Germany ISBN: 3-540-65101-2</p> <p>* the whole document *</p> <p>-&amp; M. JACZYNSKI, B. TROUSSE: "WWW Assisted Browsing by Reusing Past Navigations of a Group of Users" LECTURE NOTES IN ARTIFICIAL INTELLIGENCE 1488, 4TH EUROPEAN WORKSHOP, EWCBR-98, September 1998 (1998-09), pages 160-171, XP002140921 Dublin, Ireland</p> <p>* the whole document *</p> <p style="text-align: center;">---</p> <p style="text-align: center;">-/--</p>	12,18,20	<p>TECHNICAL FIELDS SEARCHED (Int.Cl.8)</p> <p>G06F</p>
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 23 June 2000	Examiner Suendermann, R
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons &amp; : member of the same patent family, corresponding document</p>			



European Patent  
Office

# EUROPEAN SEARCH REPORT

Application Number  
EP 99 30 3065

## DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
Y	JUHNE J ET AL: "Ariadne: a Java-based guided tour system for the World Wide Web" COMPUTER NETWORKS AND ISDN SYSTEMS, NL, NORTH HOLLAND PUBLISHING. AMSTERDAM, vol. 30, no. 1-7, 1 April 1998 (1998-04-01), pages 131-139, XP004121433 ISSN: 0169-7552 * abstract *	12	
Y	EP 0 822 535 A (AT & T CORP) 4 February 1998 (1998-02-04) * abstract *	18,20	
A	BARRETT R, MAGLIO P P, KELLEM D C: "How to Personalize the Web" CONFERENCE ON HUMAN FACTORS IN COMPUTING SYSTEMS, ATLANTA, CA, USA, 1997, pages 75-82, XP002140922 * page 79, column 1, line 24 - page 82, column 1, line 17 * * abstract *	1-11,13, 17,19	TECHNICAL FIELDS SEARCHED (Int.Cl.6)
A	NICOL D ET AL: "Footsteps: Trail-blazing the Web" COMPUTER NETWORKS AND ISDN SYSTEMS, NL, NORTH HOLLAND PUBLISHING. AMSTERDAM, vol. 27, no. 6, 1 April 1995 (1995-04-01), pages 879-885, XP004013190 ISSN: 0169-7552 * abstract *	1-11,13, 17,19	
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 23 June 2000	Examiner Suendermann, R
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons &amp; : member of the same patent family, corresponding document</p>			

EPO FORM 1503 03 82 (P04C01)



European Patent  
Office

# EUROPEAN SEARCH REPORT

Application Number  
EP 99 30 3065

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
A	HAUCK F J: "Supporting hierarchical guided tours in the World Wide Web" COMPUTER NETWORKS AND ISDN SYSTEMS,NL,NORTH HOLLAND PUBLISHING. AMSTERDAM, vol. 28, no. 11, 1 May 1996 (1996-05-01), pages 1233-1242, XP004018223 ISSN: 0169-7552 * abstract *	1-11,13, 17,19	
A	EP 0 820 024 A (AT & T CORP) 21 January 1998 (1998-01-21) * abstract *	1-11,13, 17,19	
			TECHNICAL FIELDS SEARCHED (Int.Cl.6)
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 23 June 2000	Examiner Suendermann, R
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons &amp; : member of the same patent family, corresponding document</p>			

EPO FORM 1503 03.02 (P04001)

EP 0 957 437 A3

**ANNEX TO THE EUROPEAN SEARCH REPORT  
ON EUROPEAN PATENT APPLICATION NO.**

EP 99 30 3065

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.  
The members are as contained in the European Patent Office EDP file on  
The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

23-06-2000

Patent document cited in search report		Publication date	Patent family member(s)		Publication date
EP 0822535	A	04-02-1998	CA	2210281 A	01-02-1998
EP 0820024	A	21-01-1998	US	5760771 A	02-06-1998
			CA	2208874 A	17-01-1998

EPO FORM P0459

For more details about this annex : see Official Journal of the European Patent Office, No. 12/82